

100:

FIG. 1

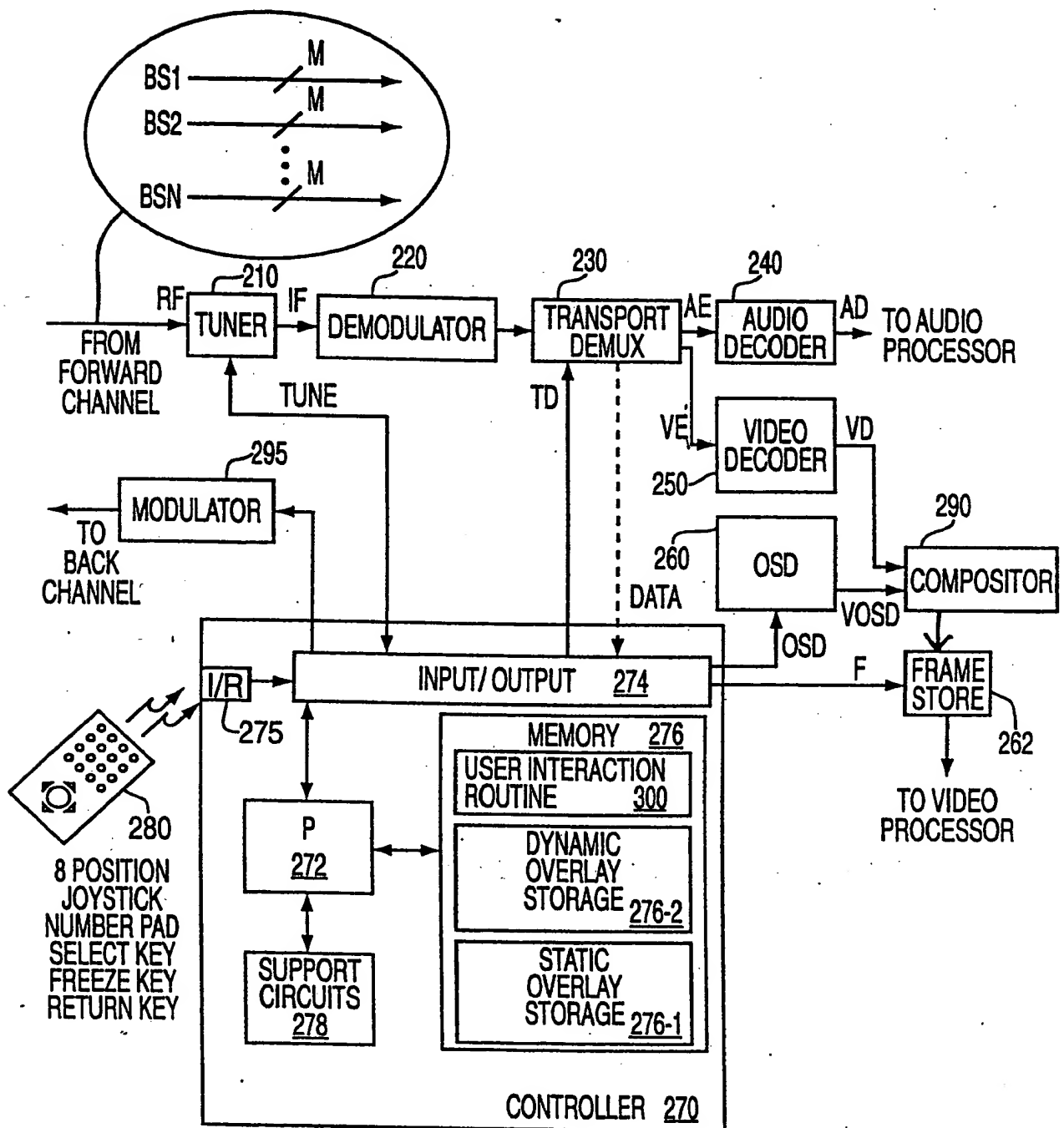


FIG. 2

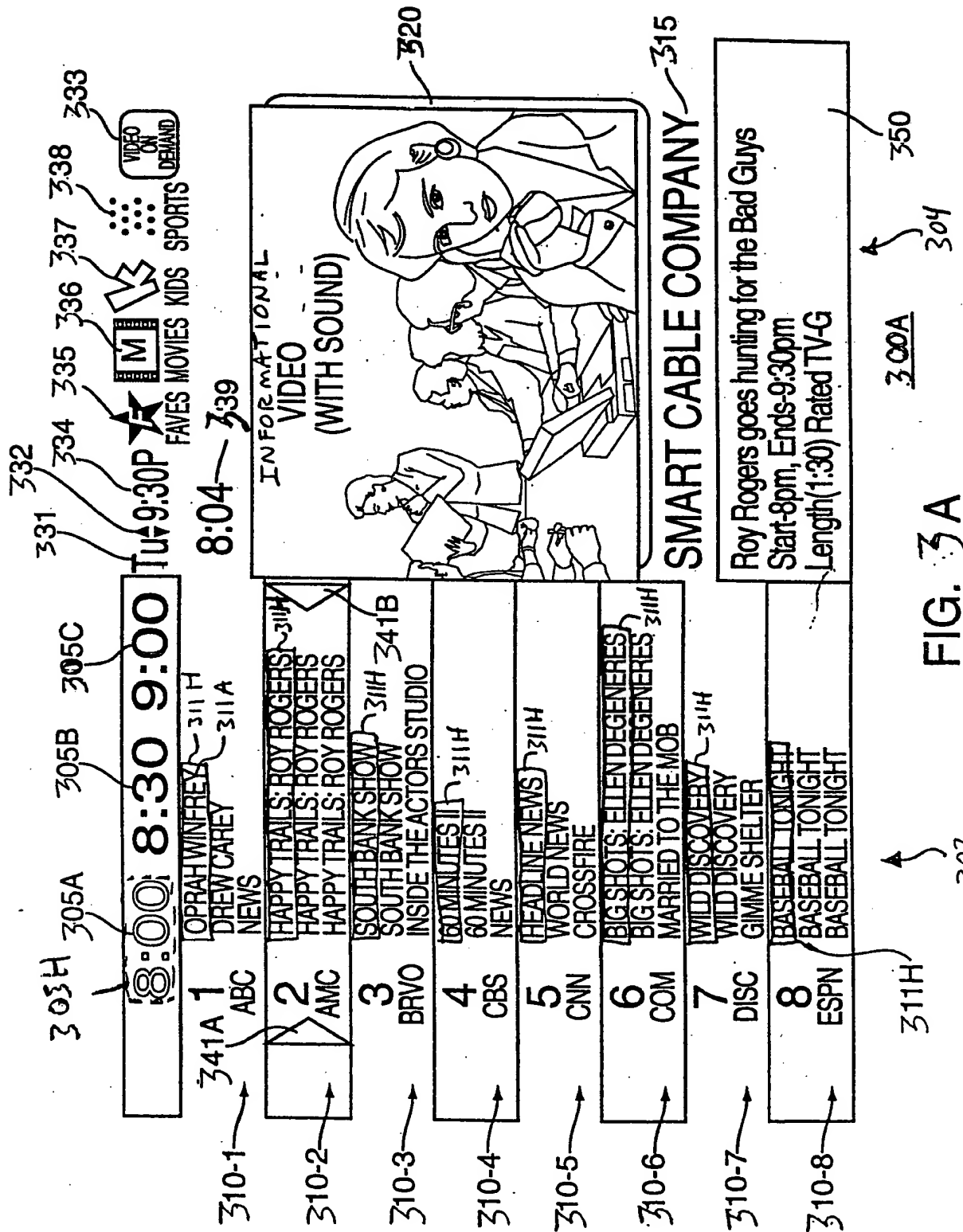


FIG. 3A

3:54

3C5B

VIDEO ON DEMAND  
FAVES MOVIES KIDS SPORTS

Tu 9:30P

8:00

8:00 8:30 9:00

8:04

1 OPRAH WINFREY 311B  
ABC DREW CAREY 311H  
NEWS

2 341A HAPPY TRAILS: ROY ROGERS 311B  
AMC HAPPY TRAILS: ROY ROGERS  
HAPPY TRAILS: ROY ROGERS

3 SOUTH BANK SHOW 311B 341B  
BRVO SOUTH BANK SHOW  
INSIDE THE ACTORS STUDIO

4 60 MINUTES II 311B  
CBS 60 MINUTES II  
NEWS

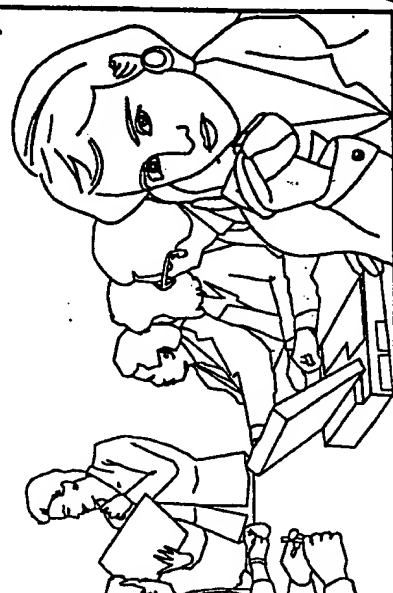
5 HEADLINE NEWS 311B  
CNN WORLD NEWS  
CROSSFIRE

6 BIG SHOTS: ELLEN DEGENERES 311B  
COM BIG SHOTS: ELLEN DEGENERES  
MARRIED TO THE MOB

7 WILD DISCOVERY 311B  
DISC WILD DISCOVERY  
GIMME SHELTER

8 BASEBALL TONIGHT 311B  
ESPN BASEBALL TONIGHT  
BASEBALL TONIGHT

INFORMATIONAL VIDEO



SMART CABLE COMPANY

Roy Rogers goes hunting for the Bad Guys  
Start-8pm, Ends-9:30pm  
Length(1:30) Rated TV-G

300B

FIG. 3B

FIG. 3C

305H

305C

8:00 8:30 9:00

Tu 9:30P

VIDEO ON DEMAND

FAVES MOVIES KIDS SPORTS

1

OPRAH WINFREY  
DREW CAREY  
NEWS — 311C

2

HAPPY TRAILS: ROY ROGERS  
HAPPY TRAILS: ROY ROGERS 311C  
HAPPY TRAILS: ROY ROGERS

3

SOUTH BANK SHOW  
SOUTH BANK SHOW 341B  
INSIDE THE ACTORS STUDIO — 311C

4

60 MINUTES II  
60 MINUTES II  
NEWS — 311C

5

HEADLINE NEWS  
WORLD NEWS  
CROSSFIRE — 311C

6

BIG SHOTS: ELLEN DEGENERES  
BIG SHOTS: ELLEN DEGENERES  
MARRIED TO THE MOB — 311C

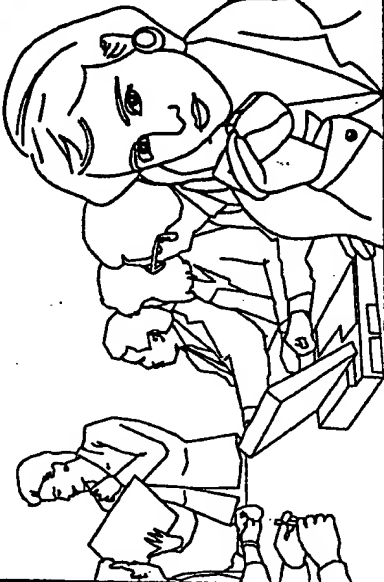
7

WILD DISCOVERY  
WILD DISCOVERY  
GIMME SHELTER — 311C

8

BASEBALL TONIGHT  
BASEBALL TONIGHT  
BASEBALL TONIGHT — 311C

INFORMATIONAL VIDEO



SMART CABLE COMPANY

Roy Rogers goes hunting for the Bad Guys  
Start-8pm, Ends-9:30pm  
Length(1:30) Rated TV-G

3:00C

FIG. 3C

FIG. 4

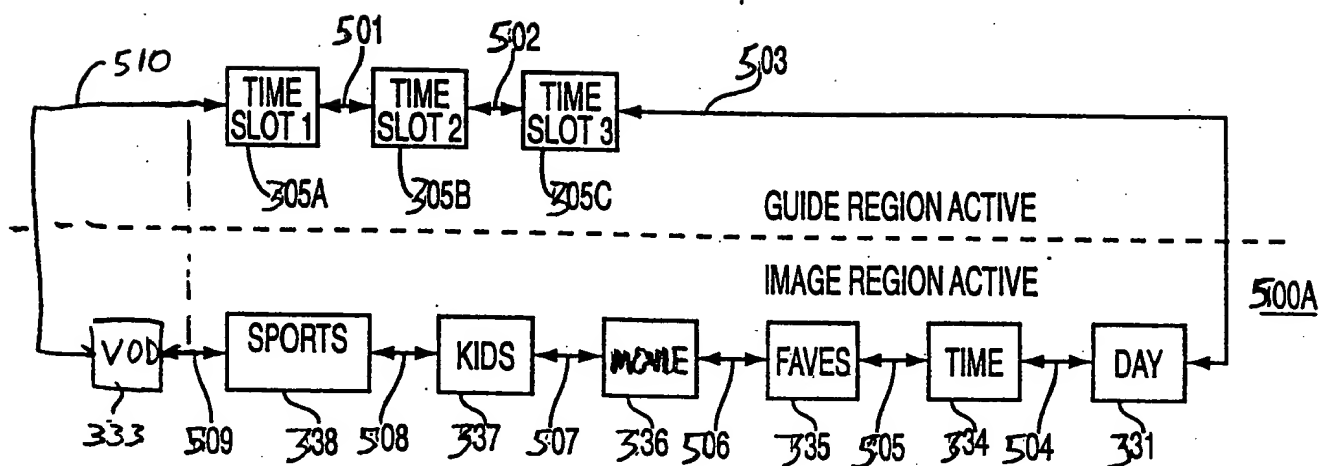


FIG. 5A

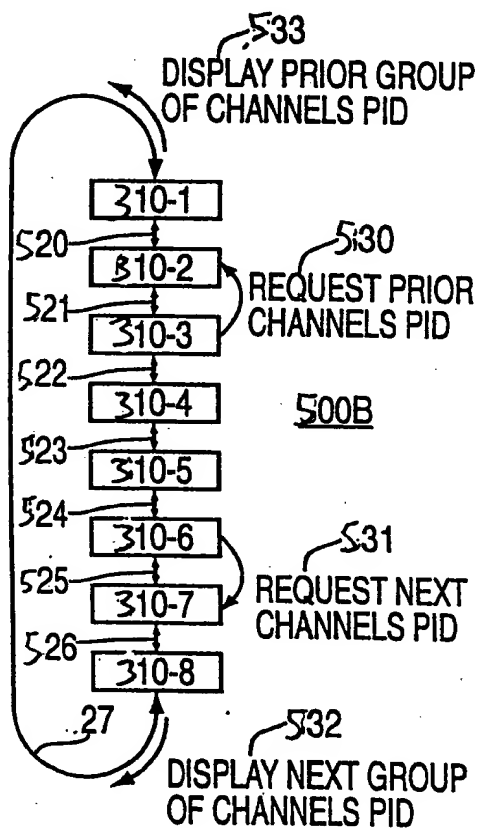


FIG. 5B

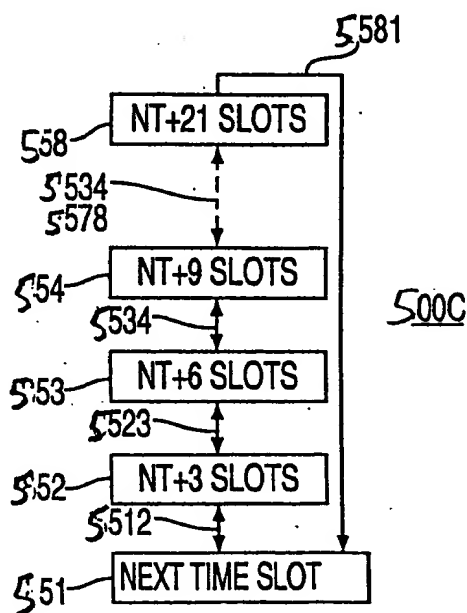


FIG. 5C

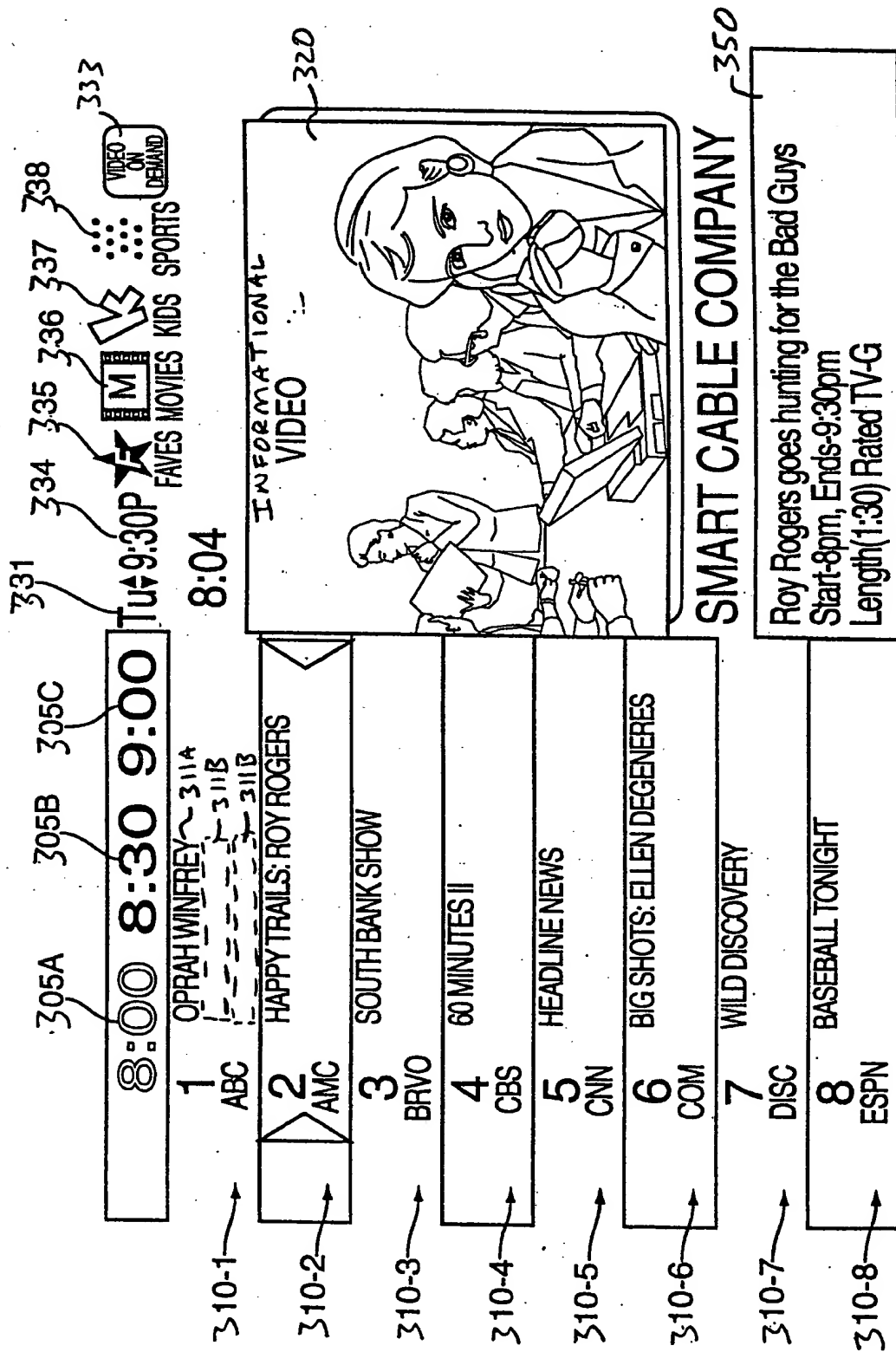


FIG. 6A



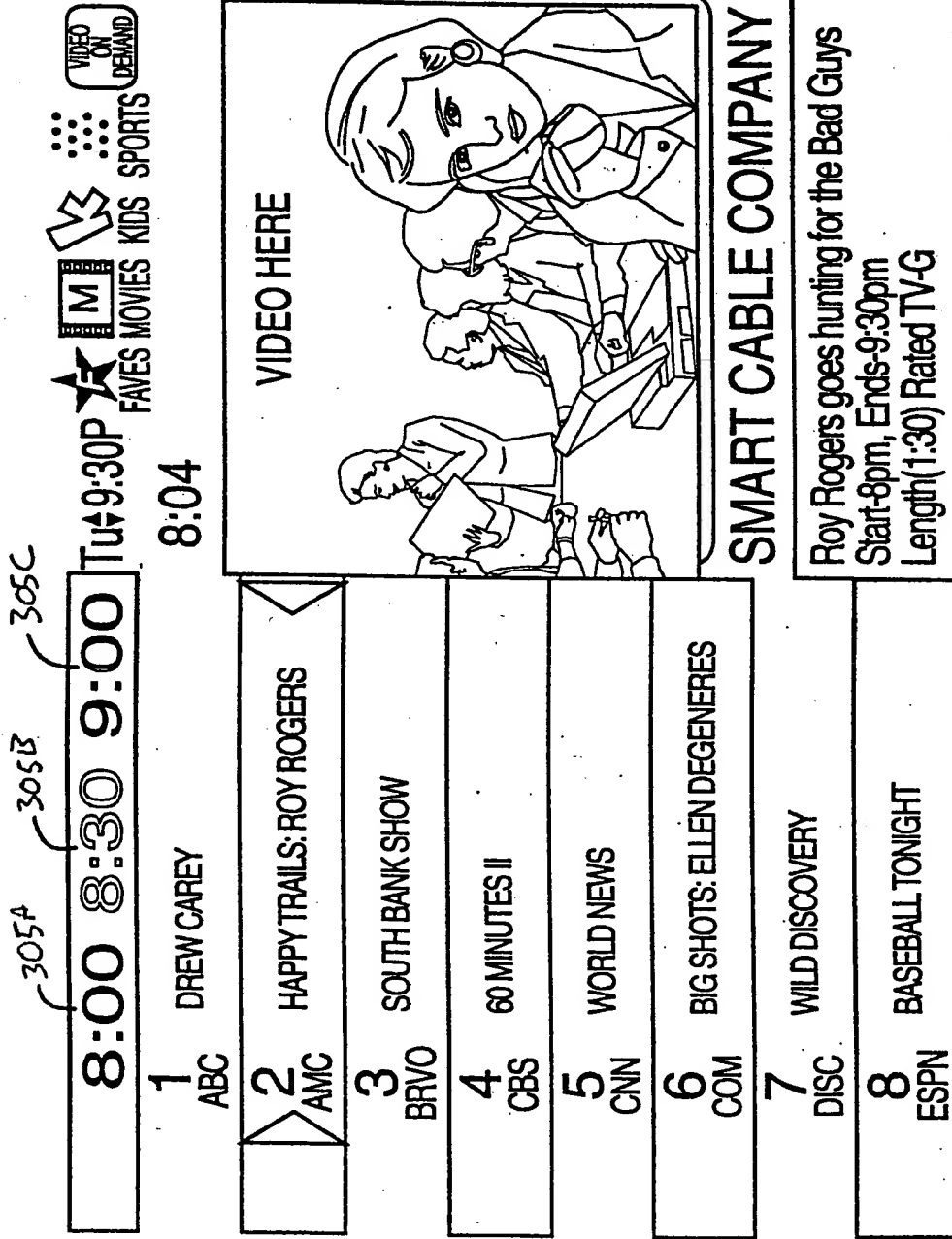


FIG. 6B 6.00B

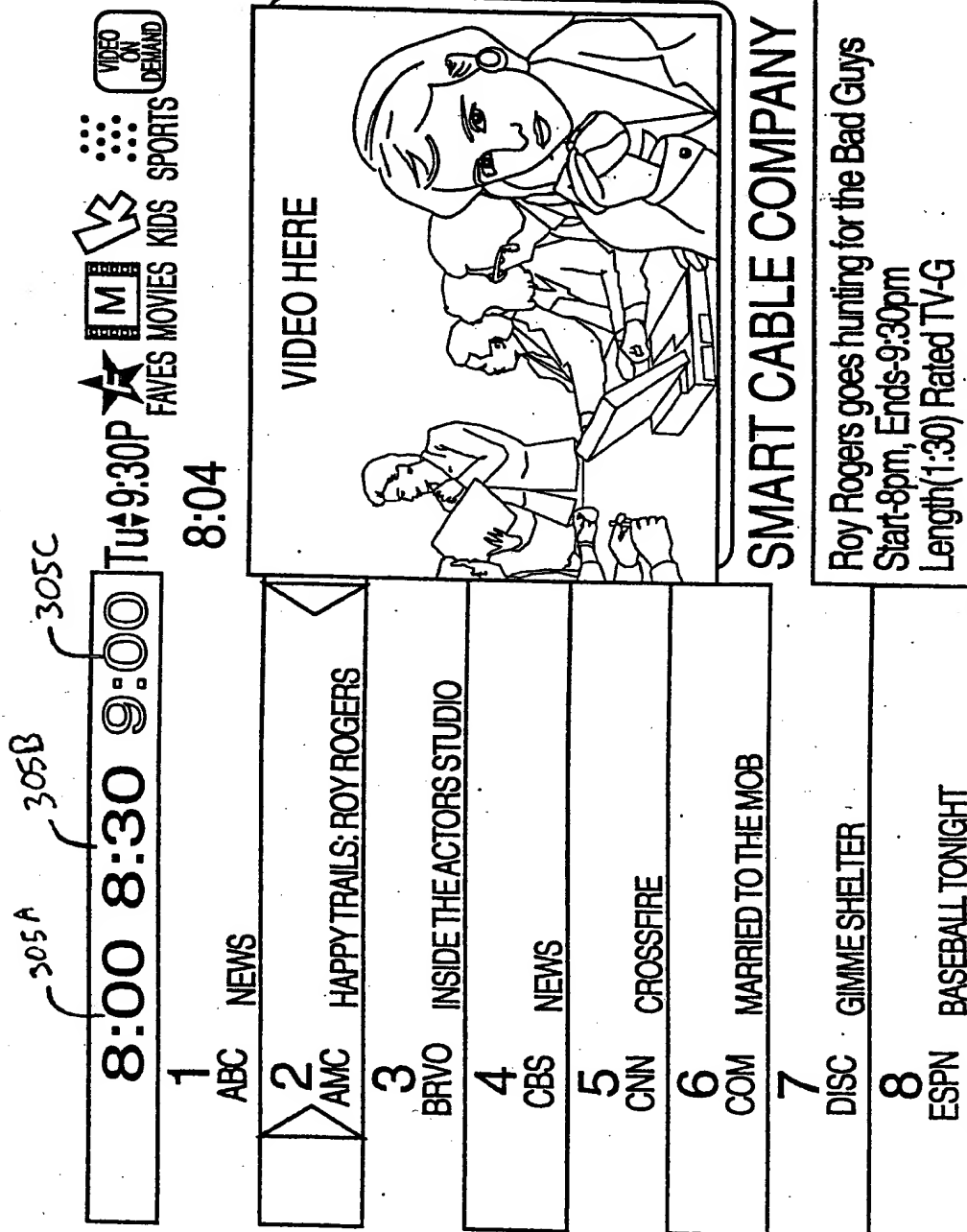


FIG. 6C

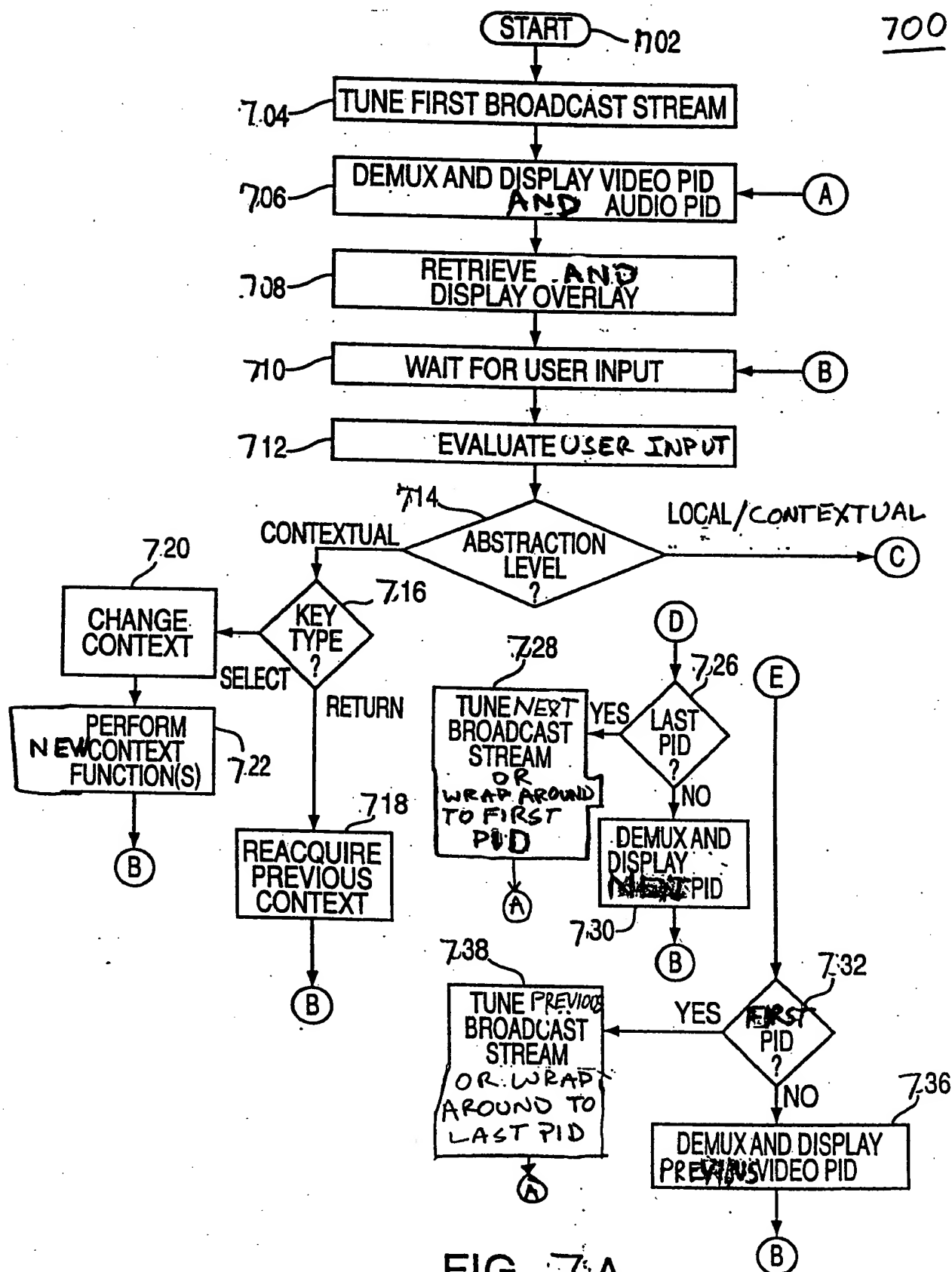


FIG. 7A

700

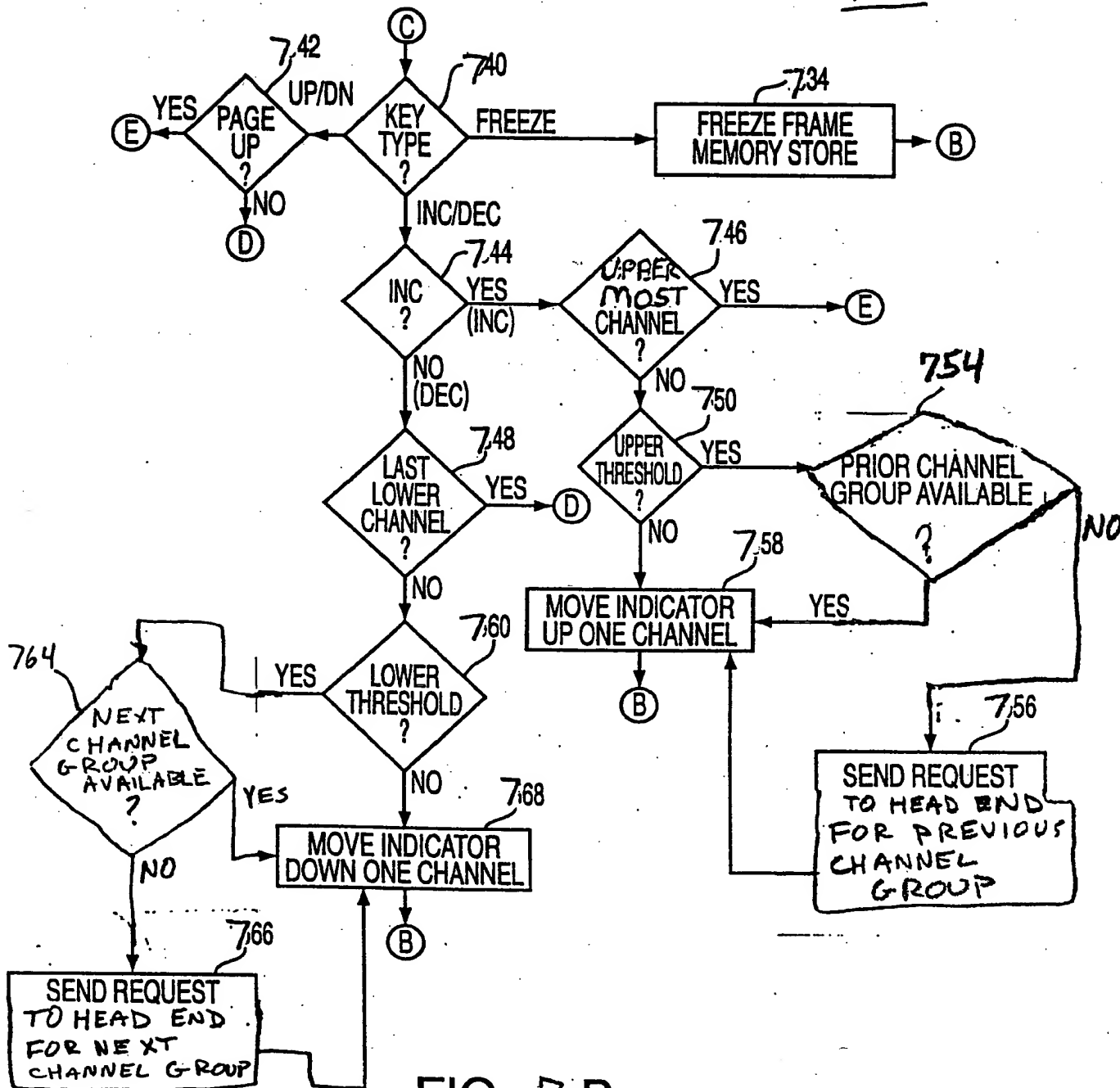


FIG. 7.B

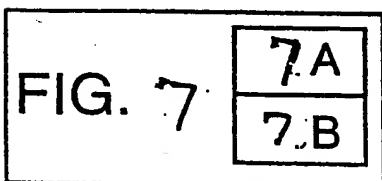


FIG. 8 is a schematic diagram of a television screen 800.

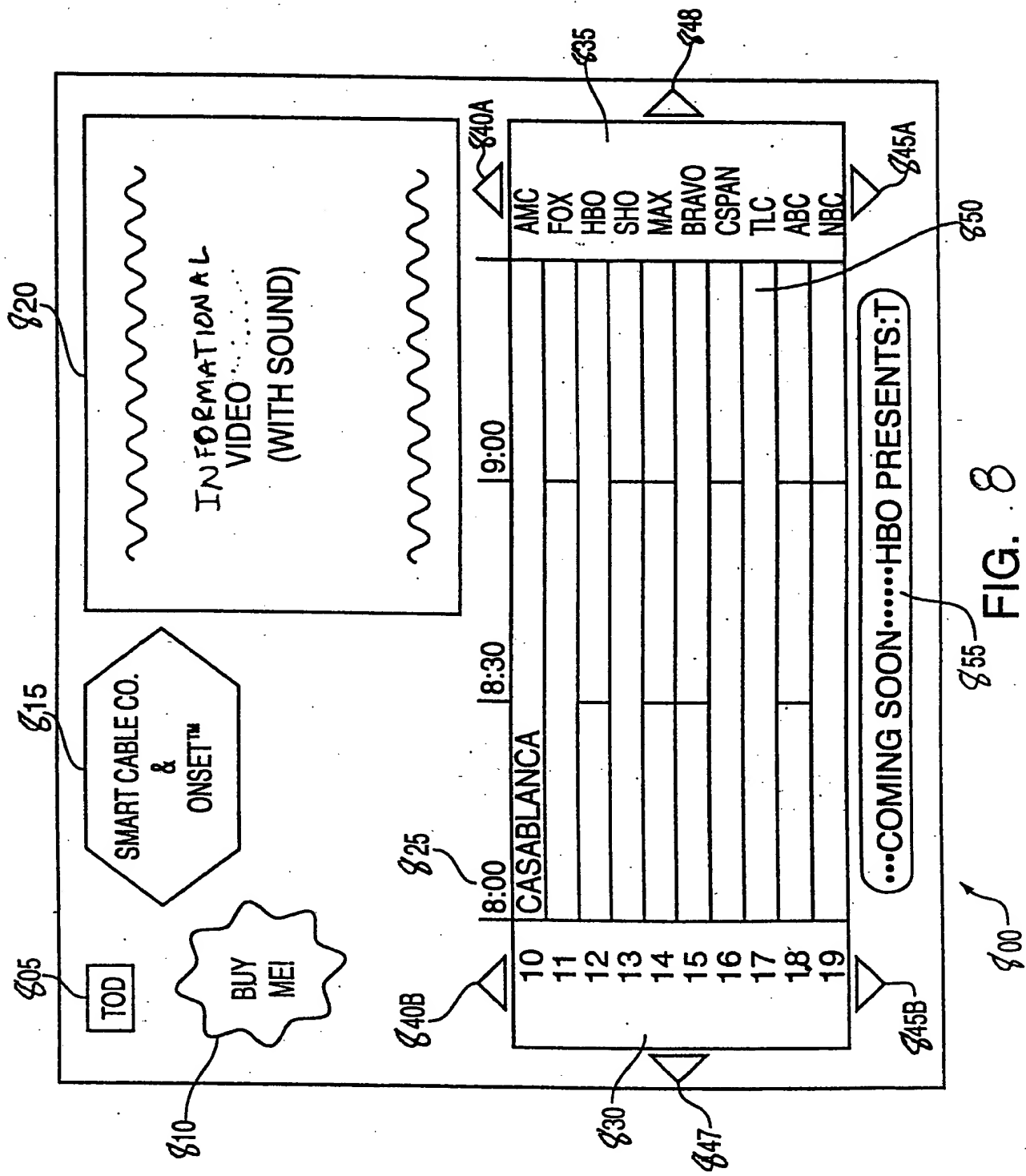


FIG. 8

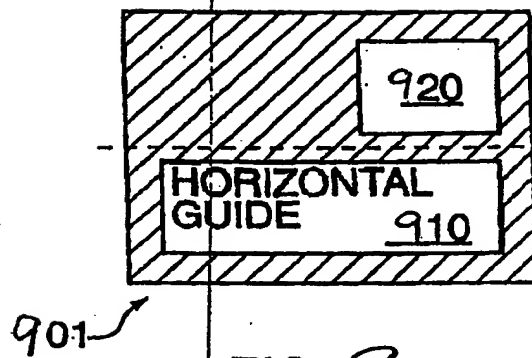


FIG. 9

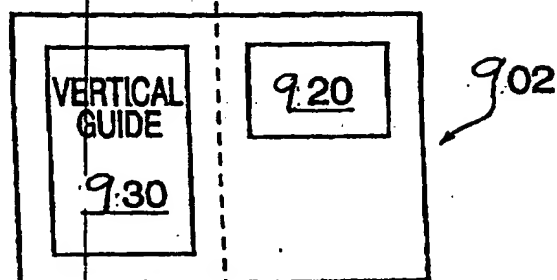


FIG. 10

| KEY                | GUIDE REGION ACTION  | IMAGE REGION ACTION   |
|--------------------|--|---|
| ↑<br>(INC)         | INDICATE NEXT CHANNEL<br>OR<br>LAST CHANNEL OF PRIOR<br>CHANNEL PID                    | VIEW NEXT TIME SLOTS<br>POSSIBLY ENTER POINTCAST MODE       |
| ↓<br>(DEC)         | INDICATE PRIOR CHANNEL<br>OR<br>FIRST CHANNEL OF NEXT<br>CHANNEL PID                   | VIEW PRIOR TIME SLOTS<br>OR<br>ENTER TIME SHIFT MODE        |
| ↑↑<br>(PAGE<br>UP) | INDICATE CHANNEL IN<br>PRIOR CHANNEL PID<br>(CORRESPONDING, FIRST,<br>LAST OR DEFAULT) | VIEW NEXT DAY<br>POSSIBLY ENTER TIME SHIFT MODE             |
| ↓↓<br>(PAGE<br>DN) | INDICATE CHANNEL IN NEXT<br>CHANNEL PID<br>(CORRESPONDING, FIRST,<br>LAST OR DEFAULT)  | VIEW PRIOR DAY<br>POSSIBLY ENTER TIME SHIFT MODE            |
| →<br>MOVE<br>RIGHT | EMPHASIZE NEXT TIME SLOT<br>OR<br>FIRST IMAGE REGION OBJECT                            | SELECT NEXT OBJECT  |
| ←<br>MOVE<br>LEFT  | EMPHASIZE PRIOR TIME SLOT<br>OR<br>LAST IMAGE REGION OBJECT                            | SELECT PRIOR OBJECT   |
| SELECT             | TUNE PRESENTLY<br>INDICATED CHANNEL  | SELECT HIGHLIGHTED OBJECT<br>OR<br>ENTER NEW OPERATING MODE |
| ADD/<br>REMOVE     | ADD/REMOVE INDICATED<br>TITLE IN HIGHLIGHTED<br>TIME SLOT TO FAVORITES                 | N/A   |

FIG. 11

00000000000000000000

BEST AVAILABLE COPY

LAST HOUR

1 ESPNY

2 FOX

3 ESPN

4 NBC

5 CBS

6 NBCU

7 ABC

8 KTSF

9 PBS

10

8:30

8:30

8:30

8:30

8:30

8:30

8:30

8:30

8:30

8:30

COLLEGE BASKETBALL

THAT '70S SHOW

SPORTSCENTER

3RD ROCK FROM THE SUN

JAG

THE SILENCE OF THE LAMBS (1991)

WHO WANTS TO BE A MILLIONAIRE

CANTONESE NEWS

INTIMATE STRANGERS: UNSEEN...

DAYS OF THUNDER (1990)

VIDEO DEMAND

FAVORITES

MOVIES

KIDS

SPORTS

Would you like to purchase this program?

▶ Yes

No

Cancel

Days of Thunder

8:00 - 9:30 p.m.

PG-13

\$2.99

▶ 8:05 PM

Days of Thunder (1990) - You can't stop the thunder. He's a hot driver with an attitude that pushes the limits of friends and family.

CC. Stereo. PG13

1200

Fig. 12A



000000 000000

BEST AVAILABLE COPY

LAST HOUR

1

ESPN2

COLLEGE BASKETBALL

2

FOX

THAT '70S SHOW

3

ESPN

SPORTSCENTER

4

NBC

3RD ROCK FROM THE SUN

5

CBS

JAG

6

KU

THE SILENCE OF THE LAMBS (1991)

7

ABC

WHO WANTS TO BE A MILLIONAIRE

8

KTSF

CANTONESE NEWS

9

PGS

INTIMATE STRANGERS: UNSEEN...

10

KTVU

DAYS OF THUNDER (1990)

8:30

NEXT HOUR

VIDEO

DEMAND Favorites MOVIES kids SPORTS

Would you like to set a reminder for this program?

Yes

No

Cancel

3rd Rock from the Sun

8:30 - 9:00 p.m.

8:05 PM

Dick and Tuck-A photo of Harrison Ford prompts Dick to visit a plastic surgeon (David Hasselhoff). CC. Stereo. Series/Sitcom tvPG

Fig. 12B

1250

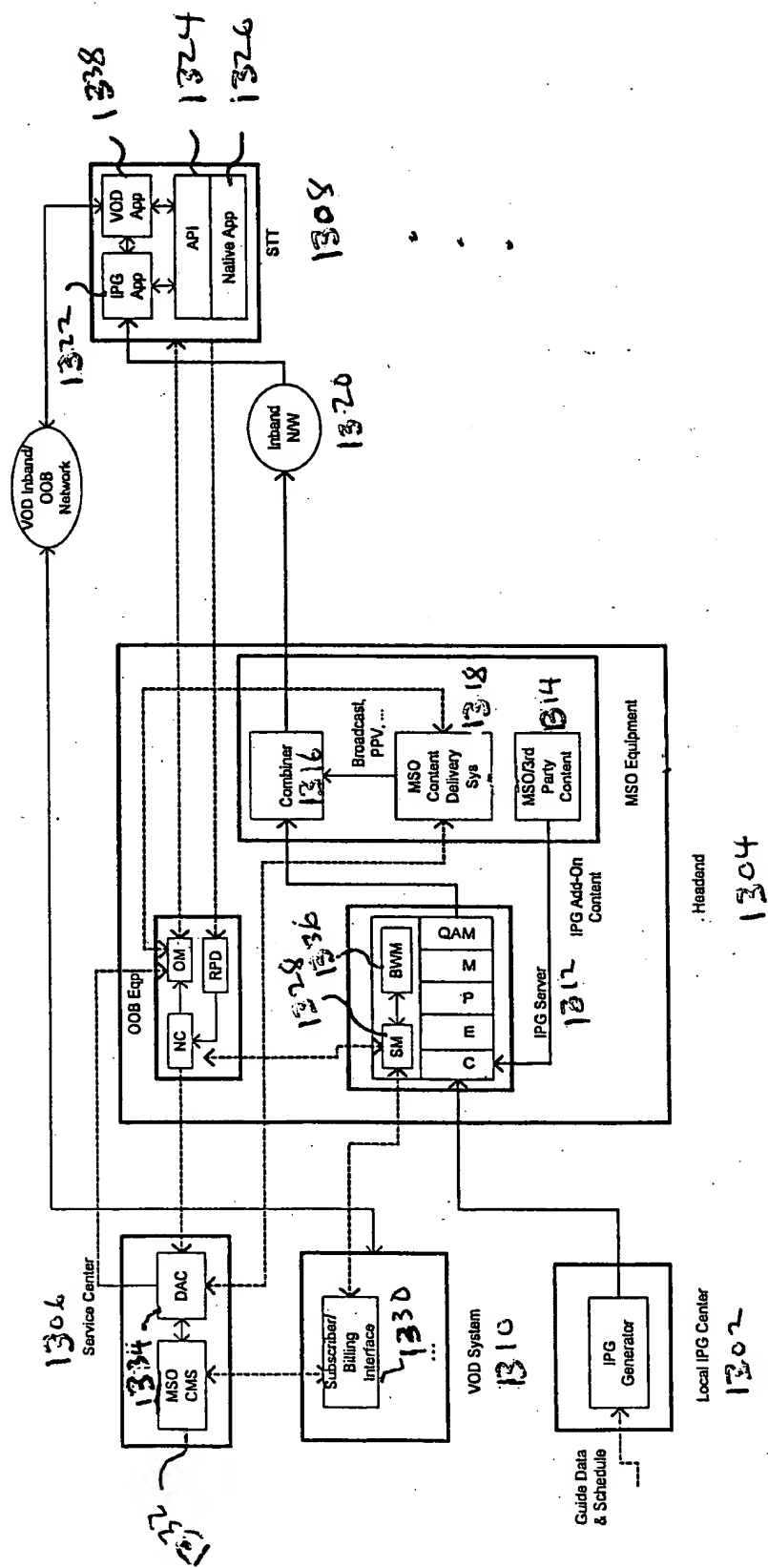
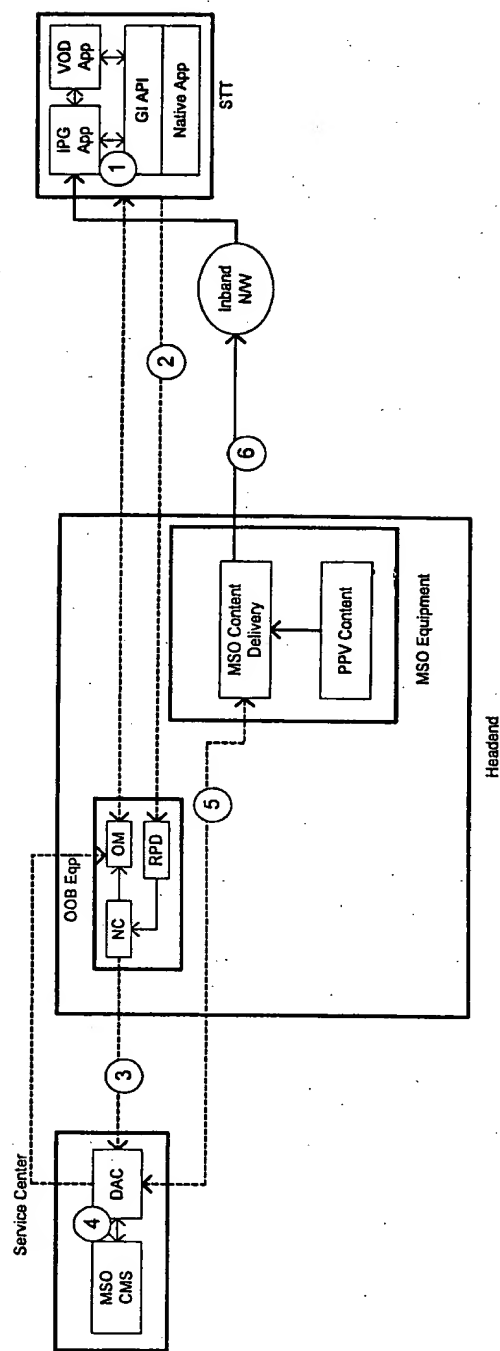


Fig. 13

1300



**Figure 14. Impulse PPV Purchasing via Server-Centric Interactive UI**

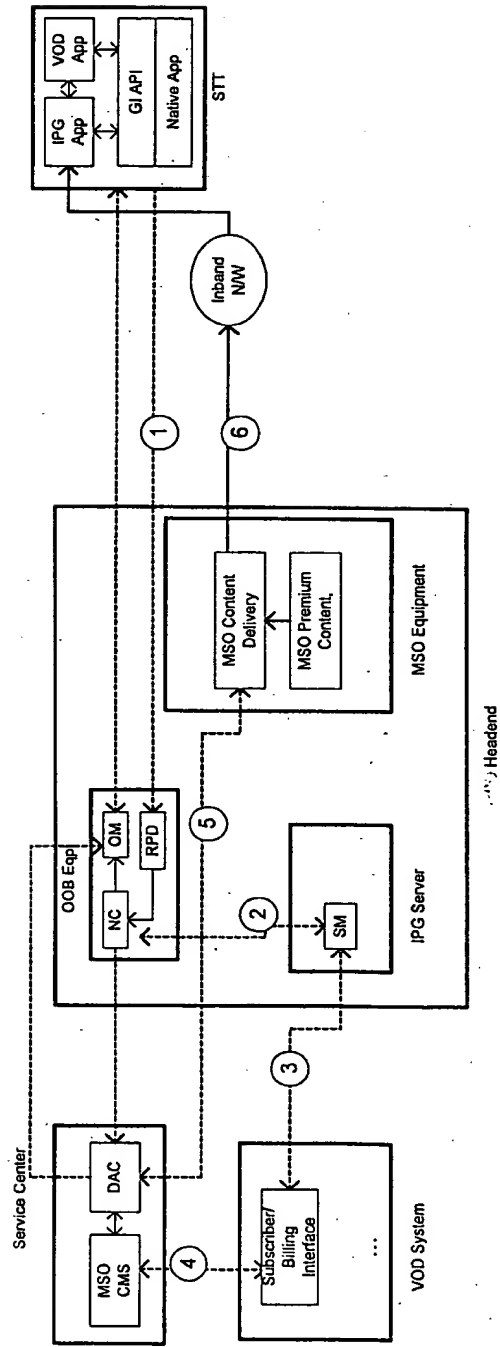


Figure 15. Premium Service Subscription via Server-Centric Interactive UI

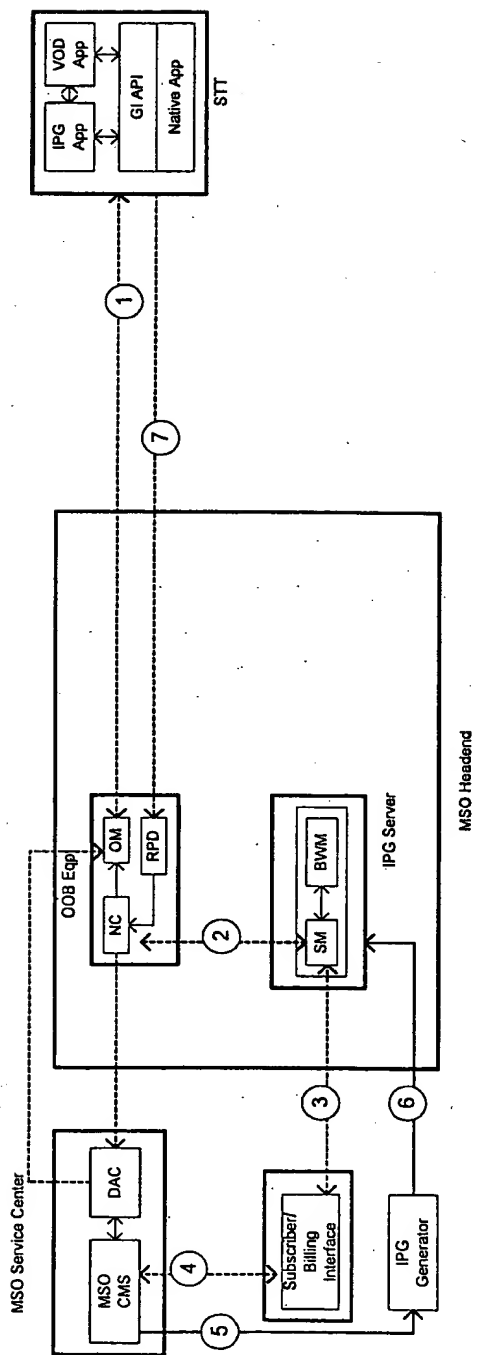


Figure 16. Impulse Purchasing from Advertisements via Server-Centric Interactive UI

Broadcast  
Video  
1702

"Sightlight window"  
1704

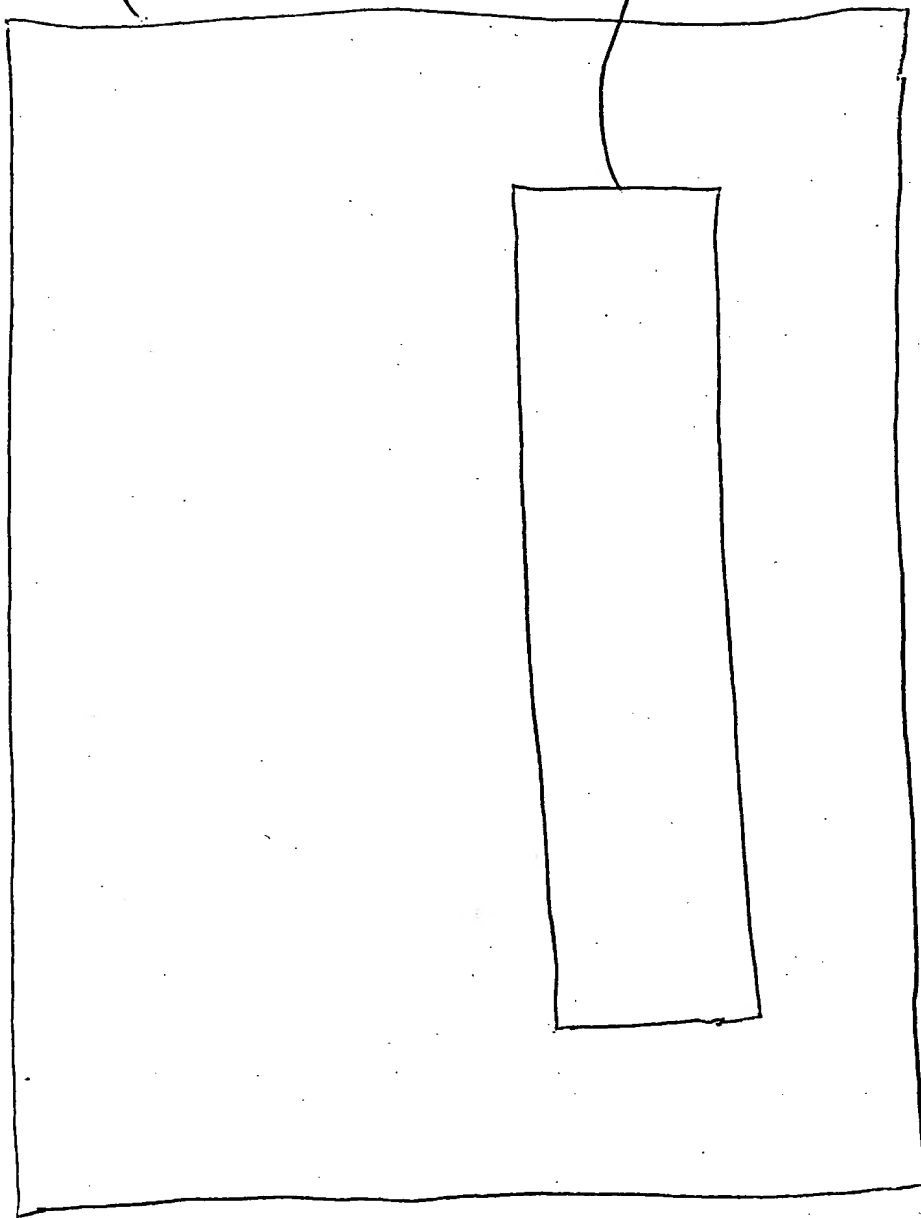
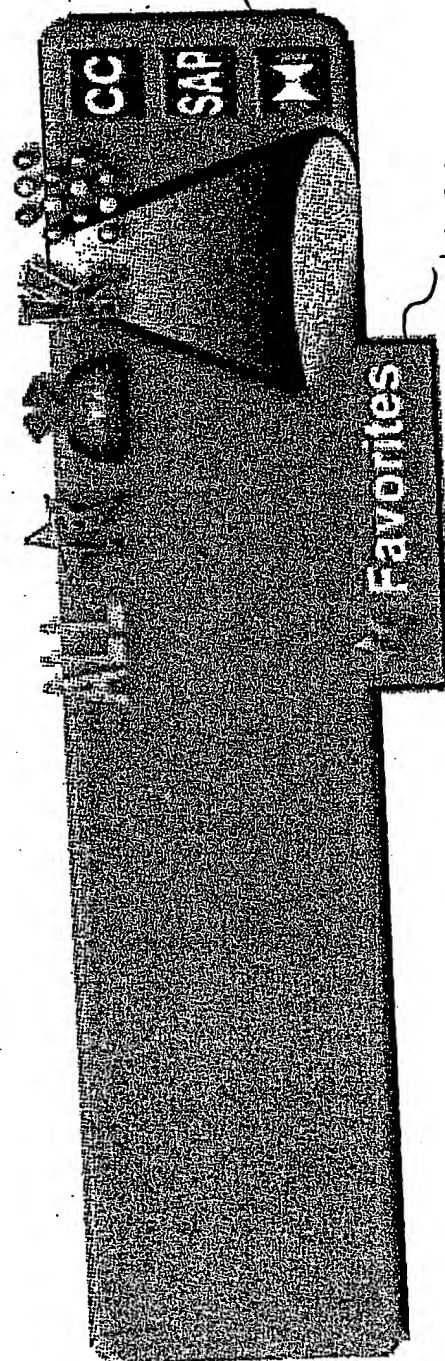


Fig. 17



$$\begin{array}{ccccccc} \text{p}^{(1)} & \text{p}^{(2)} & \text{p}^{(3)} & \text{p}^{(4)} & \text{p}^{(5)} & \text{p}^{(6)} & \text{p}^{(7)} \\ \text{q}^{(1)} & \text{q}^{(2)} & \text{q}^{(3)} & \text{q}^{(4)} & \text{q}^{(5)} & \text{q}^{(6)} & \text{q}^{(7)} \\ \text{r}^{(1)} & \text{r}^{(2)} & \text{r}^{(3)} & \text{r}^{(4)} & \text{r}^{(5)} & \text{r}^{(6)} & \text{r}^{(7)} \\ \text{s}^{(1)} & \text{s}^{(2)} & \text{s}^{(3)} & \text{s}^{(4)} & \text{s}^{(5)} & \text{s}^{(6)} & \text{s}^{(7)} \\ \text{t}^{(1)} & \text{t}^{(2)} & \text{t}^{(3)} & \text{t}^{(4)} & \text{t}^{(5)} & \text{t}^{(6)} & \text{t}^{(7)} \end{array}$$


1900

1902

# Seitiover

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19  
F-5